

## Contact Information

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Company Name \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

Title: \_\_\_\_\_

Fax: \_\_\_\_\_

Email \_\_\_\_\_

How did you hear about A3S?  
\_\_\_\_\_

## Services

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What Web Services are you interested in? Check all those that apply.

Web Site Design & Development  
Logo Design  
Scanning and Image optimization  
Image and Graphic sourcing  
Custom design  
Web Site Maintenance  
Site Analysis

E-commerce  
Search Engine Placement  
Technical Marketing  
Web Site Marketing  
Advertising  
Web Site Hosting  
Domain Name Registration

Database Development  
Redesign of current site

Who will be the contact person(s) for your Web site?  
\_\_\_\_\_

Are you scheduling other events around this deadline?  
\_\_\_\_\_

What is the budget for your project? Does this include hosting and maintenance?  
\_\_\_\_\_

Would you like the project broken down in phases to help you meet your goals?  
\_\_\_\_\_

Is there a deadline for this project?  
\_\_\_\_\_

Will this be a new Web site design or redesign of existing Web site? If you already have a Web site will you be using your existing content?  
\_\_\_\_\_

## Background

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Describe the nature of your business.  
\_\_\_\_\_

Describe your target audience (i.e. average age, special interests, income level, education level). Do they have any special needs?  
\_\_\_\_\_

List the services that your company provides:  
\_\_\_\_\_  
\_\_\_\_\_

Do you currently have marketing materials that we should incorporate into our design?  
\_\_\_\_\_

How many pages do you anticipate that your Web site will have?  
\_\_\_\_\_

## Goals, Purpose, Concept, Focus, Direction, Strategy and Message

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What is the core purpose of your website? Check all those that apply.

Entertainment  
Increase corporate, brand, product  
Recognition  
Reduce customer service calls

Increase sales  
Improve internal communication  
Increase prospective  
customer base

Gather data  
Other \_\_\_\_\_

What is the primary message you wish to convey?

\_\_\_\_\_

Do you have any specific design elements in mind?

\_\_\_\_\_

What kind of interactivity will your site need?

\_\_\_\_\_

## Style, Design Message, Theme

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What image do you want your site to project, what should be "the look and feel"?

\_\_\_\_\_  
\_\_\_\_\_

Please list some examples of sites that you like.

\_\_\_\_\_  
\_\_\_\_\_

Sites where I like the navigation:

\_\_\_\_\_  
\_\_\_\_\_

Sites where I like the color scheme:

\_\_\_\_\_  
\_\_\_\_\_

Sites where I like the branding or image:

\_\_\_\_\_  
\_\_\_\_\_

Sites designed for the same target audience:

\_\_\_\_\_

Please list some competitor's sites and what you like and dislike about them.

\_\_\_\_\_

Please list some sites that you like in general/overall. Explain what you like and dislike.

\_\_\_\_\_

Please list sites that you do not like. Explain.

\_\_\_\_\_

\_\_\_\_\_

## Logo and Corporate Identity

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Do you have a company logo? Yes No

Do you have a company slogan and/or mission statement? Yes No

Approximately how many photos/graphics would you like to use on the site?

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Do you have a separate budget for images? Yes No

Do you have a corporate color scheme or any symbols/icons that we should incorporate in our design? Yes No

Do you have anything in mind for background images or colors?

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## E-commerce

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Are you going to be accepting credit cards? Yes No

If so do you currently have a merchant account? Yes No

List the name of your merchant account if you have one.

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How many products and/or services do you plan to sell?

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## Maintenance

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Would you be interested in having us do updates and maintenance to your site? Yes No

If so do you currently have a merchant account? Yes No

How often would you require updates?

Daily Weekly Monthly

Quarterly Other

Would be interested in assistance from A3S to promote your site and/or register you with search engines? Yes No

Are there parts of your site that will need to change regularly (i.e. products, prices, announcements, etc.)?

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What is your number one business problem? How could a new Web site assist you in solving this problem?

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## Set-up & Hosting

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Do you currently have a Web hosting package? If so, what company currently hosts your site?

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Would you like A3S to host your site? Yes No

What email software do you currently use?

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How many email accounts will you need? \_\_\_\_\_

Do you currently own your own domain(s)? Yes No

If not would you like help in acquiring and registering one? Yes No

If yes, please list your top three choices and we will find out if one of your choices is available.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

If you already own your own domain(s) please list below as relevant to this project.

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Would you like access to Web statistics on your site? Yes No